

DAFTAR PUSTAKA

- Asosiasi Penyelenggara Jasa Internet Indonesia. 2016. —Infografis Penetrasi dan Perilaku Pengguna Internet Indonesia.
- Badan Ekonomi Kreatif dan Badan Pusat Statistik. 2017. —Data Statistik dan Hasil Survei Ekonomi Kreatif: Kerjasama Badan Ekonomi Kreatif dan Badan Pusat Statistik. Indonesia: Badan Ekonomi Kreatif.
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. doi:10.1016/j.jretconser.2010.09.003
- Bagozzi, Richard P. dan Utpal M. Dholakia. 2006. "Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities". *International Journal of Research in Marketing* 23 (2006): 45-61. Diakses pada 31 Januari 2019. doi: 10.1016/j.ijresmar.2006.01.005
- Brodie, Roderick J., Linda D. Hollebeek, Biljana Juric, dan Ana Ilic. 2011. "Customer Engagement: Conceptual Domain, Fundamental Propositions, and Implications for Research". *Journal of Service Research* 14(3):252-271. Diakses pada 15 Februari 2019. DOI: 10.1177/1094670511411703
- Chatterjee, P. (2001), "Online reviews: do consumers use them?", *Advances in Consumer Research*, Vol. 28 No. 1, pp. 129-133.
- Connolly, R., & Bannister, F. (2006). Consumer Kepercayaan in Internet shopping in Ireland: towards the development of a more effective Kepercayaan measurement instrument. *Journal of Information Technology*, 22(2), 102–118. doi:10.1057/palgrave.jit.2000071
- Doorn, Jenny van., Katherine N. Lemon, Vikas Mittal, Stephan Nass, Doreen Pick, Peter Pirner, dan Peter C. Verhoef. 2010. "Customer Engagement Behavior: Theoretical Foundations and Research Directions". *Journal of Service Research* 13(3): 253-266. Diakses pada 31 Januari 2019. DOI: 10.1177/1094670510375599
- Garretson, Rob. 2008. "Future Tense: The Global CMO".
- Goldenberg, J., Han, S., Lehmann, D.R. dan Hong, J.W. (2009), "The role of hubs in the adoption process", *Journal of Marketing*, Vol. 73 No.2, pp.1-13.
- Hair, J., Black, B., Babin, B., Anderson, R. and Tatham, R. (2006), *Multivariate Data Analysis*, Prentice Hall, Upper Saddle River, NJ.
- Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, D.D. (2004), "Getok tular elektronik via consumer opinion platforms: what motivates consumers to articulate themselves on the internet?", *Journal of Interactive Marketing*, Vol. 18 No.1, pp. 38-52

- Instagram Developers. 2018. Pusat Bantuan Instagram. [https://help.instagram.com/140491076362332/?helpref=hc_fnav&bc\[0\]=Bantuan%20Instagram&bc\[1\]=Menggunakan%20Instagram](https://help.instagram.com/140491076362332/?helpref=hc_fnav&bc[0]=Bantuan%20Instagram&bc[1]=Menggunakan%20Instagram)
- Jackson, Dominique. 2015. *"Instagram vs Facebook: Which Is Best for Your Brand"*. Sprout Social. 11 Agustus. Diakses pada 31 Januari 2019 <https://sproutsocial.com/insights/instagram-vs-facebook/>
- Jalilvand, M.R. and Samiei, N. (1987), "The effect of getok tular elektronik on brand image and purchase intention", *Marketing Intelligence & Planning*, Vol. 5 No 2, pp. 1-35.
- Jarvenpaa, S.L. and Tractinsky, N. and Vitale, M. (2000), "Consumer Kepercayaan in an internet store: a cross-cultural validation", *Journal of Computer Mediated Communication*, Vo; 1 Nos 1-2, pp. 45-71.
- Kabadayi, Sertan dan Katherine Price. 2014. *"Consumer-brand engagement on Facebook: Liking and Commenting Behaviors"*. *Journal of Research in Interactive Marketing*, Vol. 8 Issue 3:203-223. Diakses pada 11 Januari 2019 <https://doi.org/10.1108/JRIM-12-2013-0081>
- Krishnamurthy, S. and Dou, W. (2008), "Advertising with user-generated content: a framework and research agenda", *Journal of Interactive Marketing*, Vol.8 No. 2, pp. 1-7.
- Mittal, B. (1989), "Measuring Keterlibatan Keputusan Pembelian", *Psychology & Marketing*, Vol. 6 No. 2, pp. 147-162
- Osman, Mandy. 2018. *"18 Instagram Stats Every Marketer Should Know for 2018"*. Sprout Social. 12 Februari. Diakses pada 15 Februari 2019 <https://sproutsocial.com/insights/instagram-stats/>
- Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
- Saunders, Mark., Philip Lewis, dan Adrian Thornhill. 2012. *"Research Methods for Business Students". 6th Edition*. United Kingdom: Pearson
- Sekaran, Uma dan Roger Bougie. 2016. *"Research Methods for Business: A Skill-Building Approach". 7th Edition*. Chichester, WestSussex, United Kingdom: John Wiley & Sons.
- Shantau Prasad, Ishwar C. Gupta, Navindar K. Totala, (2017) "Penggunaan Media Sosial, getok tular elektronik and Keterlibatan Keputusan Pembelian", *Asia Pacific Journal of Business Administration*, Vol. 9 Issue: 2, pp.134-145, <https://doi.org/10.1108/APJBA-06-2016-0063>

- Underwood, Jean D.M., Lianne Kerlin, Lee Farrington-Flint. 2011. *"The Lies We Tell and What They Say About Us: Using Behavioural Characteristics to Explain Facebook Activity"*. *Computers in Human Behavior* 27(2011):1621-1626. Diakses pada 1 Maret 2019 doi: 10.1016/j.chb.2011.01.012
- Wallace, Elaine., Isabel Buil, Leslie de Chernatony. 2012. *"Facebook 'friendship' and brand advocacy"*. *Journal of Brand Management*, Vol. 20 Issue 2:128-146. Diakses pada 15 February 2019 <https://doi.org/10.1057/bm.2012.45>
- Wong, Ken. 2013. *"Partial Least Square Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS"*. *Marketing Bulletin*. 24. 1-32. Diakses pada 18 Maret 2019 https://www.researchgate.net/publication/268449353_Partial_least_square_structural_equation_modeling_PLS-SEM_techniques_using_SmartPLS
- Zhao, Shanyang., Sherri GraPMSck, dan Jason Martin. 2008. *"Identity Construction on Facebook: Digital Empowerment in Anchor Relationships"*. *Computers in Human Behavior* Vol.24 Issue 5:1816-1836. Diakses pada 1 Maret 2019 <https://doi.org/10.1016/j.chb.2008.02.012>